# Farmer's Business Perspectives Toward Organic Farming in Nanded District of Maharashtra

A

**Synopsis** submitted to

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NANDED

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## Introduction

Organic farming has emerged as an imperative necessity for society to provide healthy food. Consumers, farmers, and authorities are aware of the importance of organic farming in producing healthy food but fail to implement it successfully through the nation's economic system. Many factors are responsible for avoiding and adopting organic farming methods. Few of the farmers have taken the initiative towards organic farming methods. Some have faced many challenges, whereas others have received better results from organic farming methods.

This research addresses the business perspectives of farmers toward organic farming considering financial viability, ecofriendly practices, soil health, and consumer well-being, profitability. The study explores the factors responsible for avoiding and adopting organic farming practices.

Organic farming is a profitable alternative to conventional farming methods. Organic farming is cost-effective and enhances the farmer's capability to generate higher income than other farming methods. Organic farming provides ecological and societal benefits which have been acknowledged and many farmers and professionals have accepted.

The above information is theoretically very true but practically it is different in the district like Nanded of Maharashtra state. Positive impact and profitability, sustainability, environmental health, and consumer well-being are the influencers to transit farmers to organic farming, but it is yet to be implemented practically. Farmers' interest only is not sufficient to transition them to organic farming. The Govt. also needs to provide 360-degree support for the growth of organic farming. 360-degree support is concerned with the initiative of Govt. in providing Financial support (subsidy, low-interest loans, etc.), Skill improvement (Training programs), Workshops, seminars, counseling, etc.

The study addresses the various aspects of organic farming that can be a successful business model through the implementation of the concerned methods. The study has taken a sample of the farmers who have gone through the experiences of organic farming practices. These farmers explored the actual challenges they faced during the implementation of organic farming methods and value chain execution.

**Problem Definition**

Organic farming is an essential part of agriculture which contributes to environmental health and economic benefits. Organic farming provides healthy food to society. Most of the farmers, consumers, and government authorities are aware of the necessity of organic farming and desire to make available healthy food for society but failed due to some challenges. The study addresses the various aspects of organic farming along with challenges and opportunities for organic farming. The study gives the different business perspectives of organic farming and how organic farming can be a successful business alternative. The findings of the study can be a significant contribution to determining the appropriate and necessary policies for the growth of organic farming.

Any government must provide health to the people of the nation through effective farming practices. Organic farming can provide actual healthy food that significantly contributes to improving the health of people. Many health problems faced by people are due to the consumption of food that contains chemicals. It is essential to conduct the research.

## Scope of the study

The study focuses on the business perspectives of farmers which provides valuable findings that can be significant contributions to the growth of organic farming. Organic farming is becoming a necessary farming method for all economies. The result of this study can provide notable inputs to determine appropriate policies and support the farmers in the transition toward organic farming practices.

The study addresses various challenges faced by farmers in organic farming practices. The government is taking the initiative for the growth of organic farming but not as much as it has to be. This research addresses the actual problems the farmers are facing in organic farming and the actual factors that reduce the interest of farmers in organic farming. The study also explores various opportunities for organic farming practices which help the farmers to adopt organic farming methods and produce healthy organic food.

## Objectives of the Study

1) To Assess the awareness level and perception level among the farmers about organic farming.
2) To Examine the Demand, Supply, and profitability of organic farming in Nanded.
3) To Examine the government policies and support for the growth of organic farming.
4) To compare the traditional pattern of cultivation and organic pattern of cultivation in Nanded District.
5) To analyze the organic farming distribution and supply chain management.
6) To identify the future opportunities and challenges for organic farming in Nanded.
7) To assess the factors that influence organic farming.
8) To assess the socio-economic conditions of organic farmers in the Nanded district.

## Hypotheses

1. Knowledge and Awareness about Organic Farming
   **Null Hypothesis ($H_0$)**: There is no significant level of awareness and perception about organic farming among the farmers of Nanded.
   **Alternative Hypothesis ($H_1$)**: There is a significant level of awareness and perception about organic farming among the farmers of Nanded
2. Impact of Govt. Policies and support
   **Null Hypothesis ($H_0$)**: There is no significant influence of Govt. Policies and Support on the development of organic farming
   **Alternative Hypothesis ($H_1$)**: There is a significant influence of Govt. Policies and Support on the development of organic farming.
3. Demand supply & profitability
   **Null Hypothesis ($H_0$)**: There is no significant relationship between the demand, supply, and profitability of organic farming
   **Alternative Hypothesis ($H_1$)**: There is a significant relationship between the demand, supply, and profitability of organic farming

4. Comparison between

   **Null Hypothesis ($H_0$)**: Traditional patterns of cultivation and organic patterns of cultivation are not significantly different.

   **Alternative Hypothesis ($H_1$)**: Traditional patterns of cultivation and organic patterns of cultivation are significantly different
5. Distribution and supply chain management

   **Null Hypothesis ($H_0$)**: Distribution and supply chain management of Organic farming is not effectively working in Nanded.

   **Alternative Hypothesis ($H_1$)**: Distribution and supply chain management of Organic farming is effectively working in Nanded.
6. Factors influencing organic farming

   **Null Hypothesis ($H_0$)**: There are no significant factors of influence on organic farming

   **Alternative Hypothesis ($H_1$)**: There are significant factors of influence on organic farming.
7. Relationship between socioeconomic conditions and organic farming

   **Null Hypothesis ($H_0$)**: There is no significant relationship between socioeconomic conditions and organic farming

   **Alternative Hypothesis ($H_1$)**: There is a significant relationship between socioeconomic conditions and organic farming

## Literature Review

### Amritpal Kaur (2020) "Business Perspectives of Organic Farming in Punjab"(2020) Desh Bhagat University"

The study addresses various challenges faced by farmers during organic farming practices. The study also explored how few farmers in Panjab are transitioning towards organic farming due to cost and profitability. Currently, the solid fertility has been degraded to the worst condition. To recover the soil fertility the farmers from Panjab are adopting organic farming methods.

**Hugar Vitthal(2024) "An Empirical Study on Organic Farming and Consumer Preference towards Organic Food Products"**

This study focuses on the reasons and problems of adopting organic farming. It also studies the factors that influence consumer preferences toward organic food products. Currently, however, consumers are interested in consuming organic food they are not doing so due to many factors. The study addresses factors influencing farmers' interest and consumers' interest in organic farming and organic food.

**Pavitra P(2016) "A Study On Consumers Perception And Satisfaction Towards Organic Farm Products With Special Reference To Tirupur District"**

The study found awareness about the necessity of organic food for better health and avoiding many diseases. The study addresses various aspects of consumer behavior towards organic food products. The study also focused on the factors influencing the consumers buying behavior towards organic food.

**Khanzode Priyanka(2020) " Economic Viability of Organic Farming in India a Comparative Study of Conventional and Organic Farming" University of Mysore.**

The study addresses the current status of farming methods and the economic difference between conventional and organic farming. It explores the importance of organic farming from the perspectives of cost and profitability. The growing demand for organic food can boost the necessity of organic farming. The study found the cost and requirements of chemicals can be reduced by implementing organic farming methods.

**Swarna R., (2016)"Prospects and problems of Organic farming in Tirunelveli district"(2016), Manonmaniam Sundaranar University**

The study concluded that there is a vast scope for enhancing the return by suitable reallocation of resources used. However, the awareness level of growing organic is pitiably low among the public. Therefore, a massive propaganda effort is necessary not only to cultivate organic paddy on a large scale but also to use organic products in day-to-day life.

**05. Dr. Patidar S. , Patidar H. " A Study of Perceptions of Farmers Towards Organic Farming" International Journal of Application or Innovation in Engineering & Management(IJAEEM) Vol. 4 Issue 3 March 2015.**

The research found a positive perception of organic farming with a significant relationship between age, educational background, farm size, benefits of organic farming, and social factors. This indicates that the communities will have a high adoption rate and innovation related to organic farming.

**Kole N. V.( 2012) "Contract Farming in India a Case Study of Maharashtra" (2012) Dr. Babasaheb Ambedkar Marathwada University, Aurangabad**

The study concluded that Contract farming was expected to modernize the pleasant farmers by providing new technology, credit, inputs, and technical advice besides linking them to the international market. The study also says that contract farming gives benefits to farmers like increasing income, higher contract price, minimum transport cost, quality inputs, and technical guidance.

**N. B. Bembde(2019) "Impact of Contract Farming on Price and Quality of Agriculture Produce in Selected Districts of Maharashtra" Bembde N. B., International Journal of Advanced Scientific Research and Management, Volume 4 Issue 5, (3-4), May 2019**,

The journal explores the impact of method contract farming in generating farmer's income and how the farmers can improve the productivity and quality of agricultural produce.

**N. B. Bembde(2020) " Farmer's Perception toward organic farming in selected talukas of Nanded district**

The study focuses on the farmer's opinion and interest in organic farming. The study found the current status of interested farmers who have been implementing farming practices.

**13. Soumya. K.M, 2016 "Organic agriculture in Kerala An evaluation of certified organic spices producers", Cochin University of Science and Technology**

The study found that to improve the efficiency of organic farmers they need to be certified and already certified farmers need training to improve productivity/quality. The study also finds that a major constraint to organic agricultural development is a lack of market. However, international organic markets, mainly in Europe and the US, have been growing considerably. The international market for organic spices offers a large scope for existing suppliers to expand and for new players to enter these markets.

## Research Methodology

Both primary as well as secondary data are used to complete the research work. Different sampling methods are used to determine the sample size which represents all the farmers of the Nanded district for this study. The primary data is collected through questionnaires and interviews where as secondary data is collected through government websites, reports, research papers, websites, and books. The secondary data is collected from a specific period. All the probability and non-probability sampling methods will be used to determine the research sample.

**Sample Size**: With the help of the sampling methods and mathematical formula the sample size of 500 respondents is selected for this study. These respondents include various stakeholders of organic farming to represent all the farmers who belong to this research.

**Profile of respondents:**

- Farmers
- Distributors
- Retailers
- Target policymakers
- Agricultural officers
- Representatives of government agencies

## Significance of the study

1. Organic farming is an essential part of agriculture and the research towards business perspectives can promote organic farming practices.
2. The study explores the various future opportunities for organic farming practices in Nanded. These opportunities can attract farmers toward organic farming.
3. The challenges for organic farming need to be analyzed to find the appropriate policies. The study addresses various challenges for organic farming.
4. Organic farming practices enhance the profitability of farmers through excellence in farming practices. The study can contribute significantly toward guiding farmers to implement farming practices effectively and properly.
5. The study can help develop and refine standards and certifications that ensure the integrity of organic farming practices.

## Limitations of The Research

1. Data on profitability, yield, and market trends may vary significantly across the regions and scales, which leads to face Challenges in generalizing the findings.
2. The fragmented nature of the farming sector is responsible for many difficulties in making an appropriate sample of representatives.
3. The vast geographical diversity of Indian agriculture it difficult to generalize the findings based on research for one district.
4. The study is limited to one district due to lack of funding and time.
5. Farmer's perceptions or opinions towards organic farming may vary with improvements in their awareness and knowledge.

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